

Message Text

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SUBJECT: AMERICAN MUSIC WEEK 1974: RESPONSE OF ROMANIAN MEDIA,
GOVERNMENT OFFICIALS AND MUSIC ESTABLISHMENT

1. RESPONSE OF ROMANIAN MEDIA, GOVERNMENT OFFICIALS AND MUSIC ESTABLISHMENT TO THE THIRD ANNUAL AMERICAN MUSIC WEEK (AMW '74) WAS EXTENSIVE AND POSITIVE. AIRGRAM FOLLOWS REPORTING OUTSTANDING ARTISTIC AND PROFESSIONAL CONTRIBUTIONS OF PIANIST DAVID BURGE AND COMPOSER GEORGE CRUMB. IN CONJUNCTION WITH USIA MUSIC ADVISOR DARYL DAYTON BOTH ARTISTS EFFECTIVELY BUILT UPON TRADITION OF PREVIOUS MUSIC WEEKS AND STIMULATED LOCAL INTEREST FOR FUTURE QUALITY MUSIC PROGRAM PRESENTATIONS.

2. MEDIA RESPONSE TO AMW '74 WAS NOTABLE SINCE IT INCLUDED COVERAGE OF PROGRAMS DURING WEEK INSTEAD OF MENTION ONLY LONG AFTER CONCLUSION OF PROGRAM. REQUESTS WERE NUMEROUS AND INCLUDED PRESS PUBLICATION OF INDIVIDUAL EVENING PROGRAMS AND ON SATURDAY, OCTOBER 19 THERE WAS A SIX MINUTE PRIME TIME TELECAST OF INTERVIEW WITH DAVID BURGE FILMED IN THE AMERICAN LIBRARY. THE INTERVIEW INCLUDED THREE SPECIFIC REFERENCES TO THE LIBRARY AND PRESENTED A SHOT OF THE ROMANIAN LANGUAGE AMW '74 PROGRAM PREPARED BY POST. INTERVIEW REPRESENTED MOST EXTENSIVE TV TREATMENT OF LIBRARY PROGRAM IN POST'S MEMORY. NUMEROUS ROMANIAN PUBLICATIONS ALSO REQUESTED AND WERE GRANTED INTERVIEWS WITH PARTICIPANTS.

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RADIO BUCHAREST BEAMED ABROAD A SERIES OF INDIVIDUAL INTERVIEWS

DONE WITH CRUMB, BURGE AND DAYTON AND A "VOICED OVER" VERSION MAY BE BROADCAST LOCALLY ON ROMANIAN - LANGUAGE STATION IN NOVEMBER OR DECEMBER.

3. DAVID BURGE'S OCTOBER 15 CONCERT WAS WELL ATTENDED - AN IMPRESSIVE NUMBER OF GOVERNMENT AND MEDIA FIGURES AS WELL AS "MUSICAL ESTABLISHMENT" PERSONALITIES. THESE FIGURES AND OTHER CULTURAL WORLD MEMBERS ATTENDED A RECEPTION IN THE AMERICAN LIBRARY FOLLOWING THE PERFORMANCE AND TURNOUT WAS IMPRESSIVE BOTH FOR QUALITY AND QUANTITY OF GUESTS IN ATTENDANCE. OVER 225 ROMANIANS ATTENDED INCLUDING THE MAJOR ROMANIAN GOVERNMENT MUSIC ADMINISTRATOR, NICOLAE CALINOU, (DEPUTY DIRECTOR OF THE COUNCIL FOR SOCIALIST CULTURE AND EDUCATION), A MAN LARGELY RESPONSIBLE FOR THE ROMANIAN COOPERATION IN AMW; VASILE ILESA (DIRECTOR, DIRECTORATE FOR CULTURAL RELATIONS) AND OTHER COUNCIL LEADERS AS WELL AS TWO NEWSPAPER EXECUTIVES AND SEVERAL PROMINENT COMPOSERS. ROMANIAN RESPONSE TO AMBASSADOR'S DINNER HONORING BURGE, CRUMB AND DAYTON AND LARGE NUMBER OF PROMINENT GOVERNMENT AND MUSIC WORLD FIGURES ATTENDING PAO RECEPTION FOLLOWING PROGRAM COMMEMORATING 100TH ANNIVERSARY OF CHARLES IVES' BIRTH WAS SIMILARLY IMPRESSIVE.

4. THE POSITIVE RESPONSE TO AMW '74 IS CLEARLY ATTRIBUTABLE TO HIGH PROFESSIONAL AND ARTISTIC TRADITION ESTABLISHED PAST THREE YEARS AND MUSIC ADVISOR DAYTON DESERVES MUCH CREDIT FOR HIS CONTRIBUTIONS TO PAST SUCCESSES. HOWEVER, IT ALSO APPEARS THIS YEAR'S RESPONSE INVOLVED AN IMPORTANT NEW DIMENSION DEMONSTRATING THE GROWING POLITICAL ACCEPTANCE OF THE AMERICAN LIBRARY AND ITS PROGRAM ON AS WELL AS OFF-PREMISES (E.G. EXTENSIVE CONTACTS CARRIED OUT BY SPECIALISTS WITH TOP ROMANIAN MUSICIANS AND COMPOSERS).
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